

FINAL Minutes for IGDA Board Meeting 20 June 2013

Present: Dustin, Ed, Luke, Sheri, Tom

Staff: Diann, Kate, Tristin

Tardy:

Absent: Brian

Brief Announcements

- Next Board Meeting - 18 July 2013

Meeting called to order at 13:04 CT

Review previous meeting minutes.

Sheri moves to approve minutes for 12 May 2013 meeting, Ed seconds. Motion passed unanimously.

Executive Director Update

- Events:
 - E3 last week was very successful all-around.
 - The networking event was successful despite a 2k shortfall in sponsorships.
 - Had a lot of people coming through and the hotel even let us run late since it was going so well.
 - Tristin setup a survey to ask people how they thought it went and many people said in the survey and at E3 that it was the best thing they went to because they could talk to each other, network, etc.
 - The sponsorship with Razer went well with most attendees checking out the demo.
 - Ed asked Kate for a summary of the event to share with some of our sponsors.
 - AIAS, ESA, UKIE, etc. E3 meetings all went well including additional ones from many people who want to start up IGDA Chapters in areas we don't have covered yet throughout the world.
 - IGDA Summit - Trying to finalize the content and speakers have been notified but they are trying to jostle around the schedule and whose speaking when. Ed has agreed to be the keynote for the second day and we're looking at finalizing a keynote for the first day with primary and alternate choices in mind.
 - Tracks set up include an indie track, entrepreneurship track, leadership track, core development track (covers QA, writing, etc.). Also have a track currently in place for sponsors if people want to sponsor sessions.
 - Kate has been talking to various sponsors and have soft commitments from several companies at all tiers as well as potential membership drives.
 - GDC Next - A lot of people asked if we'll do an event at the Figueroa again just like at E3 but for GDC Next in November. Kate has started feeling things out both with the hotel as well as thinking of potential sponsors.

- Website:
 - Staff has narrowed down a choice they wish to go with and have been hard at work reviewing the companies they reached out to.
 - They have a primary option that they are looking at that would help as both a database solution as well as a website front-end.
 - There would be an initial setup cost and an annual fee to go with this system. There's probably additional customization at the beginning but the initial outlay would be around 5,000 dollars for getting us up and running.
 - We would need to maintain some hosting for our WordPress sites and other needs but it should be a pretty significant savings compared to our original proposals as well as the new ones.
 - Talley would still help us with the membership support and accounting but it may save us some money for what we're paying now for our database setup and maintenance with IMIS but all those logistics need to be figured out as to where the exact costs will go. Ed asked Kate to look into how this will all work and cost.
- Advocacy:
 - Kate met with many associations at E3 in order to strengthen our relationships and there is a lot of positive vibes with us and helping work with us to outlay a roadmap for us to work with them to advocate on issues that affect the industry.
 - ESA in particular has been really great at working with us as a partner and AIAS will bring back voting in the AIAS awards for our professional members.
 - ECA expressed some interests and there are potentially a lot of game developers in their crowd so maybe some crossover and have also been talking with UKIE about possibly linking the student memberships between the IGDA and UKIE.
 - Also met with the government industry support group who helps work on getting the various tax breaks/incentives many regions now support.
 - Kate has also been working on re-engaging several people to coordinate research and survey efforts for the IGDA including diversity, demographic, and quality of life surveys and research.

Financial Update

- In May our membership when viewed on an accrual basis shows short on revenue but in general our membership is actually doing well and will make us 'look bad for the month' when we're actually not bad off.
- We've had some membership card fees come in for May but these were budgeted for.
- We're starting to do our audit for the year and had some expenses come in for that, the expenses were spread throughout all the months equally but the actual payments will be made in chunks.
- We had our offsite and had budgeted in August and we had it in May so all the expenses came in earlier, so again it's all budgeted for but makes May look temporarily bad. We spent less than we planned though which is good.
- Again, we didn't spend our website money yet so this is a positive variance.
- Bottom line is we're about 8k short of where we were budgeted to be but some of that is

the budgeted variance via accrual, some of it is the offsite in May, and some of it is the other stuff and most of it is just timing related.

- Overall we're about 20k worse than where we should be for the year. We're 15k better so far on the website but should have made 10k on the GDC, then ECGC, Membership, and E3 were causing things to be worse.
- So although we're doing worse than expected our cash position looks good and from a cash basis the revenue earned is a lot better than its shown on the accrual basis, for example a lifetime member gets their revenue accounted for over 10 years (as we won't see more revenue from them after that) but it shows up immediately in our cash position.
- IGDA Summit is the only major event remaining that should effect our expenses and hopefully we'll make the revenue we're expecting as sponsor leads for that event are good.
- Ed feels the opportunity for us to get in a better position financially is with Membership and we're doing a great job earlier on it and we just need to keep moving forward on that progress.

Cordy Rierson's Board Seat

- Dustin received Cordy's resignation earlier to the EC, she has received a new position that is less focused on the game industry.
- Cordy has said that if we had specific asks for her help to reach out to her and she's been very happy with the progress moving forward, especially since Kate came on board.
- We are thankful of her time and service as she has been greatly helpful in the past and we're sorry to see her go.
- Cordy's term was to end at the end of March and there is a potential to do a partial appointment to fill her seat for the duration of her term.
- Dustin asked the Board to think of their opinions and options as to dealing with the vacated seat.

Fair Employment Initiative

- Brian is not able to make this meeting so the update on this will have to come later.

SIGs/Chapters

- Chapters - Current Plan/Progress:
 - We've made significant progress on pulling together chapter leader resources and are working on creating a nice temporary accessible home for them until the new website stuff is sorted out.
 - We're in the middle of confirming main point of contacts for all chapters so that we can start getting updated information on all chapters and make sure chapters get the resources and support they need and we get the support back in return.
 - Last but not least we're also meeting on a weekly basis with Tristin to complete the first phase of the Chapter Handbook.
 - We've gotten a great response rate so far and many chapter leaders are excited

to see what's coming up. We talked about the potential confusion that could have been caused by people wondering if it would go to everyone.

- SIGs - Current Plan/Progress:
 - Plan is to duplicate as much of the Chapter stuff as possible since we have similar goals to hit and then tweak as needed because they are SIGs.
 - So our 'plan' right now is to put this semi-on hold until we sort out and iterate more of the chapter stuff so they can already have a head start there.
- Dustin was excited to see the progress we've made so far and recognized Luke and Sheri for their work.

Sponsorship/Sales

- Tom thanked Ed for helping pull together the sponsors to cover the networking event at E3 that went really well.
- Dustin is out there with Kate trying to sell sponsors for IGDA Summit.
- The group is also working on developing some sort of annual support for the Scholars so that we can better support that program next year and it's on the table of things the group feels they can land.
- Tom is working with with a major local company on potential sponsorships, sponsored webinars, etc. based on their happiness with the relationship IGDA Seattle had with them sponsoring the Game Creators Summit.

Events

- ECGC did not net to us any revenue we were hoping and there was a lot of infrastructure changes and expansions that raised expenses that Dustin did not foresee ahead of time and was disappointed by that because of how much he had invested in here.
- Dustin feels much better about the event and the outlook for next year's event and how some of these capital outlays won't be needed.
- Dustin is happy to share the numbers for anyone who is interested.
- Dustin got many unsolicited comments about how great our E3 event was and that it was good in making amends for some people's perspectives.
- Carrying forward the group is looking at the events we have this year and looking at what will happen for next year including possibly working with a group in Hong Kong in an event in February. The group has sent back a light version of a proposal and we're looking for more details but they are willing to produce and manage the event for a flat fee or do a split on ownership and own half the show and revenue and Dustin believes that so far it seems like they'd be willing to foot the basic bill. They'll be looking to make decisions on that, once we get more details, in the near term just because of the short turnaround time. Our local chapter leader there has spoken well in this group.
- In the near-term Dustin and Kate will be looking to meet with Meggan about GDC Next, GDC, etc. in San Francisco. Kate is working with UBM to get discounts possibly to GDC Europe and GDC China.

Membership

- New/Returning Studio Affiliate Docs near finalization; Email copy creation in progress for studios to use internally to better promote why employees should take advantage of their new individual membership that the company provides (this is an expansion upon the small copy we already provide)
- Working on getting consistent reporting of member counts (including types), current studios/partner, etc.
- Implementing a process for auto-contacting expiring studios, etc.
- We're meeting 2 times per month (per our goal)
- Kate lined up another Corona membership promotion that ends soon and may help increase our membership numbers
- Continue to finalize and prepare a process (this may be delayed due to inconsistencies in our database) for sending out 1st year member emails
- Still sending out membership cards on a regular basis to all new/renewing members
- The database is obviously a known issue and so based on what Tristin and Kate find we should be prepared that we may have to switch from IMIS to another database solution.
- Discussed the current way studio affiliate individual memberships are handled and how we're working to refine the process to engage the potential members and show the value of the membership to them. Talked about how to engage them in other ways, especially locally, to make sure that the employees can get the code and claim their membership and receive benefits.

International Growth/Formalization

- Three main areas that have been focused on:
 - Talking with chapters about formalization we had an original list of 5 that were in progress and Dustin and Kate have been spearheading this and have been making progress on those chapters.
 - Been coordinating with the SIGs and Chapters group to make sure and Luke has been keeping an eye on all of the non-US chapters and once we have that contact re-established we can better support them and then message to them.
 - The group has been working on updating and refining the international affiliation agreement and adding in other items on trademark defense and a huge thanks to Tom for helping on the legal side and everyone should have received the agreement in their inboxes earlier this week.
 - Tom thanked Luke for working with him to get all of this squared away and went through it line by line on the agreement to fix all the issues.

Action Items

- Kate to provide Ed with a summary on the networking event at E3 to share with sponsors.
- Kate to look at the breakdown of how implementing the potential web/database options will work cost wise on an initial and annual basis.
- Ed to talk with Diann to find out what the undefined May travel expenses were and see if they can get better allocated in the right spots.

- Dustin asked the Board to think of their opinions and options as to dealing with the vacated seat from when Cordy resigned.
- Dustin asked the Board to read the international affiliation agreement to see if anything was missed to chime in right away so they can move forward it.

Executive Session entered 14:15 CT
Exited Executive Session at 14:46 CT

Tom moves to adjourn meeting.
Dustin seconds.
Meeting Adjourned 14:46 CT